

// A special meeting of the Council of the City of Lynchburg, recessed from September 11, was held on the 25th day of September, 2007, at 1:00 p.m., Second Floor Training Room, City Hall, Bert Dodson, Jr., Vice President, presiding. The purpose of the meeting was to conduct a work session regarding several items.

The following Members were present:

Present: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert 6

Absent: Foster 1

// City Manager Kimball Payne stated that City Council needs to determine the appropriate course of action with regard to the recommendations made by the Tourism Task Force and the response of the Chamber of Commerce. Mr. Payne explained that he has shared with Council his thoughts via a white paper and that staff is seeking guidance on how to move forward. Mr. Payne went on to say that the Chamber of Commerce Board has agreed to extend the tourism contract to June 30, 2008. At the request of City Council, Dr. Darrell Staat, Chair of the Chamber of Commerce Tourism Committee, presented two additional scenarios for City Council to consider:

Greater Lynchburg Chamber of Commerce

Tourism Scenario #1

In this scenario, the Chamber would continue operating the Visitors Center as it has in the past.

In addition, the Chamber would hire a Vice President for Tourism, a position currently vacant and develop extensive research on a tourism program through:

1. Identifying and studying benchmark tourism programs for cities the size of Lynchburg in the Commonwealth and other states to determine best practices in this area
2. Holding a series of focus group meetings of stakeholders in Lynchburg to identify needs in the tourism arena
3. Investigating best practices for marketing tourism for greater Lynchburg
4. Investigating Website potential and possibilities to promote area tourism – again identify best practices in the Commonwealth and beyond
5. Discussing possible partnerships with the four surrounding counties
6. Implementing any other activities which would provide further information on best practices
7. Developing a strategic plan for tourism
8. Developing a budget to support the plan
9. Holding meetings with stakeholders to review and critique the plan

10. Presenting the Plan and Budget to the City Council for approval
11. Hiring any new personnel, as approved
12. Implementing the plan as funded
13. Providing quarterly matrix reports to the City Council on the progress of the plan.

The work we have outlined could be ready to present to the City Council in about six months as we could be ready to move ahead almost immediately. We could have a plan and budget, research supported, ready for City Council to consider by sometime in spring 2008.

Greater Lynchburg Chamber of Commerce
Tourism Scenario #2

Scenario two would lead to a tourism program as envisioned by the Tourism Taskforce with continued support of the Greater Lynchburg Chamber of Commerce. In that second scenario the following would take place:

1. City Council appoints a Tourism Board
2. The Tourism Board hires a Director of Tourism who reports directly to the Board.
3. The Director proceeds through some or all of the actions outlined in Scenario #1
4. The Director presents a plan to the City Council sometime during 2008.
5. The Chamber would continue to operate the Visitors Center for three years.
6. The Director of Tourism would be officed at the Chamber.
7. The Visitors Center could be transferred to the Tourism Board after three years.
8. The Chamber would work with the Tourism Director on opportunities that are mutually beneficial.

Mr. Payne explained that in addition to the two options presented by the Chamber, the other three options for Council to consider are (1) to proceed with the implementation of the Tourism Task Force recommendation to establish an independent Tourism Authority, (2) set up the Tourism program as a separate City Department, or (3) set up a hybrid of these two options similar to how the Industrial Development Authority operates. Council Members discussed the five options, whether to increase the funding for the program to \$1.1 million, and a proposal that would increase the lodging tax to help fund the program increase. Some Council Members stated that the Tourism program needed to be a regional

program. Council Members agreed that additional information was needed before making a decision and asked staff to take the five options, list the pros and cons of each option, and include a budget for each option. Mr. Payne stated that the information should be ready for the November work session.

// Legislative Liaison Linda McMinimy provided an overview regarding the City's Proposed 2008 Legislative Agenda. Ms. McMinimy focused her presentation on changes from last year's agenda. Following discussion, City Council agreed to leave the Transportation statement in the agenda and to include statements to support funding for The Center for Advanced Engineering & Research (CAER) and for the Virginia Brownfield Redevelopment Assistance Fund to facilitate the redevelopment of brownfield sites. City Manager Kimball Payne stated that he received a letter from the Staunton City Council requesting City Council to consider asking the Virginia General Assembly to cap interest rates at 36% APR on consumer loans such as payday lenders and auto title loans. City Council agreed that more information was needed before making a decision regarding this request. City Council also asked that the area state legislators be invited to a future Council meeting for discussion regarding the 2008 Legislative Agenda. On motion of Council Member Gillette, seconded by Council Member Seiffert, Council by the following recorded vote adopted the 2008 Legislative Agenda as revised:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert	6
Noes:	0
Absent: Foster	1

// City Council viewed a video on Study Circles, the process to be used in the Community Dialogue on Race and Racism.

// During roll call, Vice Mayor Dodson inquired regarding the request by a local veterans group to install a "Purple Heart" monument on Monument Terrace. Mr. Payne stated that the item was discussed at the Physical Development Committee meeting that morning and that staff is working with the veterans group regarding the request. Mr. Payne went on to say that there is some concern regarding the weight of the proposed "Purple Heart" monument. Mr. Payne also noted that he will also be working with a group to draft a general policy statement for use and location of monuments on Monument Terrace.

// On motion of Council Member Seiffert, seconded by Council Member Johnson, Council by the following recorded vote elected to hold a closed meeting for consultation with legal counsel and staff concerning the terms and negotiating strategy for the Lakeside Center Community Development Authority which requires the provision of legal advice and because consultation in an open meeting would adversely affect the negotiating position of the City pursuant to Section 2.2-3711(A)(7), Code of Virginia (1950), as amended:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert	6
Noes:	0
Absent: Foster	1

// The meeting was re-opened to the public.

// Council Member Johnson made the following motion:

WHEREAS, the Council of the City of Lynchburg has convened a closed meeting on this date, pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by City Council that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Lynchburg certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by Council.

The Motion was seconded by Council Member Helgeson, and Council by the following recorded vote adopted the motion:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert	6
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Noes:	0
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Absent: Foster	1
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// The meeting was adjourned at 4:50 p.m.

Clerk of Council

// A regular meeting of the Council of the City of Lynchburg was held on the 25th day of September, 2007, at 5:00 P.M. in the Council Chamber, City Hall, Bert Dodson, Jr., Vice President, presiding. Council Member Garrett gave the Invocation, followed by the Pledge of Allegiance. The following Members were present:

Present: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert 6

Absent: Foster 1

// Mr. George Dawson along with Dr. Augustus Petticolas, representing Centra Health, presented a check to the City for \$10,000 in support of the Community Dialogue on Race and Racism.

// Vice Mayor Dodson recognized the Lynchburg Rotary Club Open World Delegation of Russian educators who are visiting area schools and colleges.

// Copies of the minutes of the September 4 and 11, 2007 meetings, having been previously furnished Council, reading was dispensed with, and on motion of Council Member Seiffert, seconded by Council Member Garrett, Council by the following recorded vote approved the minutes as presented:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert 6

Noes: 0

Absent: Foster 1

// In the matter of Commonwealth Attorney, Resolution #R-07-124 amending the FY2008 General Fund budget and appropriating \$2,560, fully reimbursable from the remaining funds from the Lynchburg Exile Foundation, to the Commonwealth's Attorney office for training and mileage, laid over from the September 11, 2007 meeting, was again presented and read, and on motion of Council Member Seiffert, seconded by Council Member Garrett, Council by the following recorded vote adopted the Resolution:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert 6

Noes: 0

Absent: Foster 1

// In the matter of Public Works - General, Resolution #R-07-125 amending the FY 2008 Solid Waste Management Fund budget and appropriating \$3,713 to reflect the carry forward of unexpended funds for the Department of Environmental Quality Litter Control and Recycling Grant, laid over from the September 11, 2007 meeting, was again presented and read, and on motion of Council Member Seiffert, seconded by Council Member Garrett, Council by the following recorded vote adopted the Resolution:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert 6

Noes: 0

Absent: Foster 1

// In the matter of Industrial Development Authority, Resolution #R-07-126 amending the FY 2008 General Fund budget and appropriating \$20,000 from the Industrial Development Authority (IDA) to assist with the City's branding initiative, laid over from the September 11, 2007 meeting, was again presented and read,

and on motion of Council Member Seiffert, seconded by Council Member Garrett, Council by the following recorded vote adopted the Resolution:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert	6
Noes:	0
Absent: Foster	1

// In the matter of Parks and Recreation - General, Resolution #R-07-127 amending the FY 2008 Capital Project Fund budget and appropriating \$260,000, fully reimbursable, for improvements to Riverside Park, laid over from the September 11, 2007 meeting, was again presented and read, and on motion of Council Member Seiffert, seconded by Council Member Garrett, Council by the following recorded vote adopted the Resolution:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert	6
Noes:	0
Absent: Foster	1

// In the matter of Library - General, City Council Report #6 regarding a revised Lynchburg Public Library Internet Use Policy was considered. City Librarian Lynn Dodge provided a brief summary regarding the request. On motion of Council Member Helgeson, seconded by Council Member Johnson, Council by the following recorded vote approved the Lynchburg Public Library Internet Use Policy revised September 2007:

Ayes: Dodson, Garrett, Gillette, Helgeson, Johnson, Seiffert	6
Noes:	0
Absent: Foster	1

// The meeting was adjourned at 5:18 P.M.

Clerk of Council